



# Food & Allied Workers Union

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• Head Office •

## Media Campaign:

### FAWU Marine Fisheries Policy and Draft Bill Campaign.

August to September 1997

#### Objectives of Media Campaign

1. To support, through various media, the FAWU Marine Fisheries Policy and Draft Bill Campaign.
2. To popularise among FAWU members the intent, process and outcomes of the Campaign.
3. To provide an information base for South African media to publicise and access information about the campaign.
4. To produce media (radio, television and print) to popularise and publicise the campaign.
5. To inform international stakeholders in the fishing sector of the intent, process and outcomes of the campaign.

#### Timeframes

The media campaign will last the duration of the FAWU Marine Fisheries Policy and Draft Bill Campaign :  
August 1997 to November 30, 1997.

#### Media Events & Productions

Events & Productions	Schedule
1. Press Conference: Launch of Campaign	August
1.1 Three minute introductory video	
1.2 Printed speech: Mandela or printed statement to the press	
1.3 FAWU banners, slogans	

#### Regions:

• Natal: PO Box 359, Durban, 4000 • TVL: PO Box 10261, Johannesburg, 2000 •  
• Free State: PO Box 3686, Bloemfontein, 9300 • W. Cape: PO Box 1234, Woodstock, 7915 •  
• E. Cape: PO Box 7484, East London, 5200 •

2. FAWU Advert series: three dedicated fisheries inserts	September
3. Press Statements	August to November
3.1 introduction of campaign	
3.2 progress of campaign	
3.3 announcement of campaign related events	
3.4 meetings with stakeholders	
3.5 resolutions and outcomes	
4. Production of Handbill	September
5. Journal papers / Articles	To specific deadline
5.1 IUFC	
5.2 ICSF (International Collective in Support of Fisheries)	
5.3 Coalition of Fair Fisheries Agreements	
5.4 South African Labour Bulletin	
6. Call for International Solidarity	Late August
6.1 IUFC	
7. Radio interviews	August to November

**FAWU Media Office**

**13 August 1997**